

Hybrid Medical Education event for HCPs

 English

 320 People

 Hybrid

Case Study

Enhancing medical education for Healthcare Professionals: A Case Study on multi-cultural hybrid events

We developed a sustainable hub-and-spoke model using our **OpenMeet** BYOD platform, combining local in-person meetings with live-streamed regional sessions and interactive virtual participation to increase engagement and reduce costs.

BACKGROUND The pharmaceutical client struggled with low virtual attendance, virtual fatigue, time constraints, local vs. regional priorities, and high costs related to international travel for medical education events. These issues hindered the effective dissemination of medical updates and scientific exchanges among healthcare professionals (HCPs), while also conflicting with their sustainability goals.



The hub-and-spoke model eliminated the need for international travel by hosting local gatherings in each country, connected via live-stream to regional events. This not only saved costs but also significantly reduced the event's carbon footprint, aligning with the company's sustainability goals.



By using our **OpenMeet** platform, attendees participated actively through live Q&A sessions, polls, and evaluations, making the event dynamic and engaging. This combination of local face-to-face interaction and virtual engagement tools led to higher participation and enthusiasm.



The new model boosted attendance, with over 320 HCPs joining the event—160 in-person and 60 virtually, while an additional 40 accessed the recorded session. The flexibility of virtual participation also ensured inclusivity and broadened the event's reach.

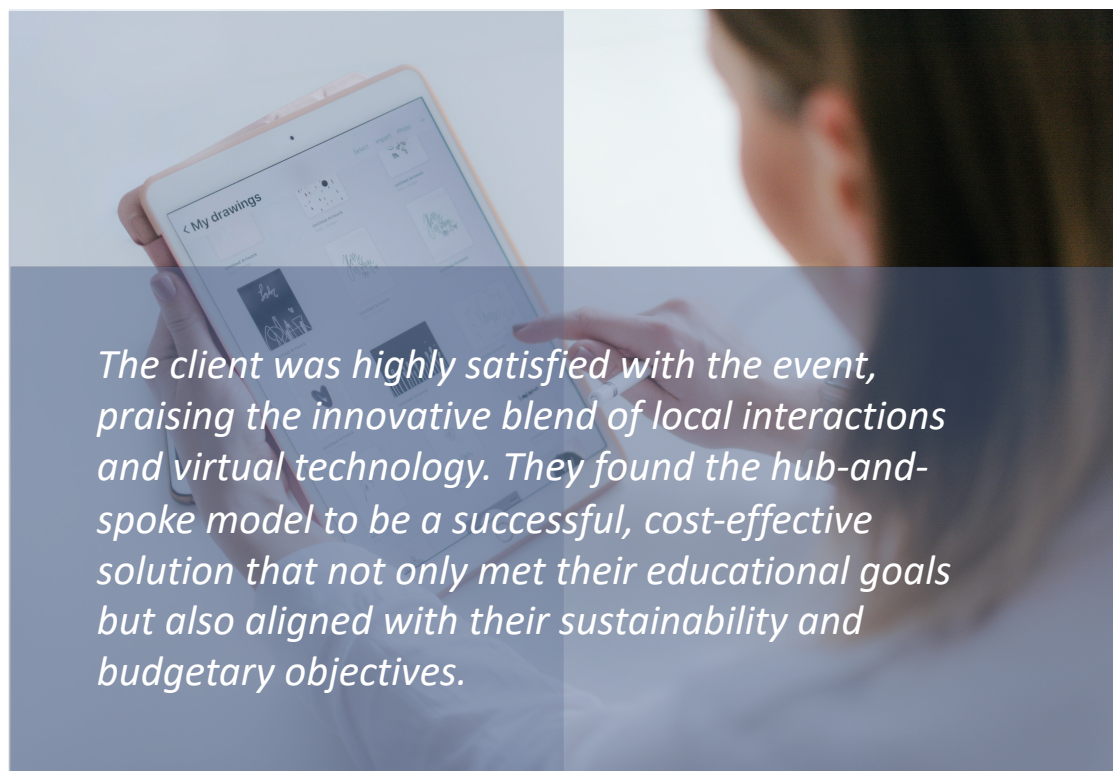


This approach was favoured by local affiliates as it met their specific needs, supported their budgets, and minimised travel for HCPs. The model offered a meaningful educational experience without the burden of long-distance travel, optimizing both time and resources for healthcare professionals.

Over 320 healthcare professionals attended the event, with 160 participating locally and 60 virtually, plus 40 more accessing the recorded session.

The integration of local face-to-face meetings with live-streamed sessions increased engagement and interaction among attendees.

The hub-and-spoke model drastically reduced costs and carbon emissions by eliminating the need for international travel for participants.



The client was highly satisfied with the event, praising the innovative blend of local interactions and virtual technology. They found the hub-and-spoke model to be a successful, cost-effective solution that not only met their educational goals but also aligned with their sustainability and budgetary objectives.



The use of our **OpenMeet** BYOD platform enabled seamless virtual participation, ensuring broader reach and inclusivity without additional costs.



The localised meeting format allowed each country to maintain control over their events while connecting to a central regional session, balancing local and regional priorities.



Post-event local Q&A sessions with Key Opinion Leaders or Medical Science Liaisons allowed for deeper dives into topics, enhancing value without significant extra expenditure.